



# What You Need to Know About Bladder Cancer

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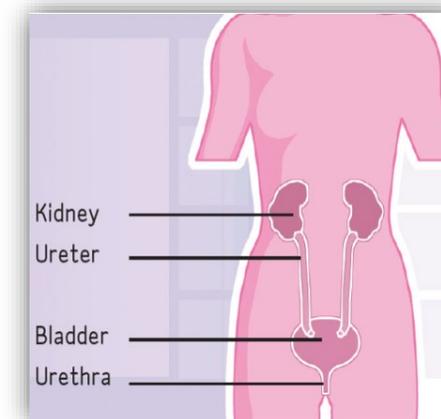
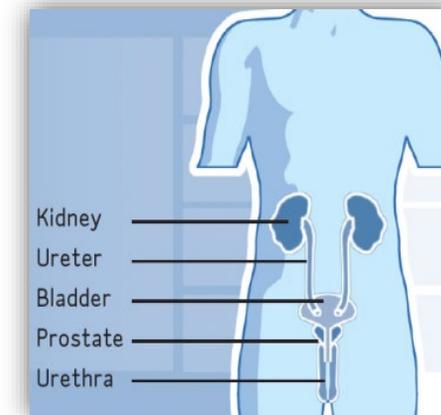
THE  
BLADDER CANCER  
COMPANY™

# When It's About Your Bladder<sup>1</sup>

Your bladder plays an important role in your body by collecting urine from the kidneys, then holding it until you are ready to urinate.

When your doctor suspects that there's a problem with your bladder, he/she may want to:

- examine your bladder more closely to help find the cause of symptoms you are having or to treat or monitor conditions
- inspect the bladder lining more closely for any abnormal growths or suspicious areas that may indicate bladder cancer





# What Is Bladder Cancer?<sup>1</sup>

Bladder cancer occurs when cancer-causing agents become concentrated in the urine and cause cells in the bladder to start growing out of control

- Almost all bladder cancers first develop in the bladder layer that is in contact with urine
- Some can grow into harder-to-treat areas such as deeper bladder layers and bladder wall

The most common sign of possible bladder cancer is blood in the urine



# Risk Factors for Bladder Cancer<sup>1,2</sup>

- **Cigarette smoking** is the #1 cause of bladder cancer
- **Workplace exposure**
  - Dye, textile, tire, rubber, leather, and petroleum workers
  - Painters
  - Hairdressers
- **Age**
  - About 9 out of 10 people with bladder cancer are over age 55
  - The risk increases with age

1. American Cancer Society. Bladder Cancer. <https://www.cancer.org/cancer/bladder-cancer>. Accessed on April 9, 2020.

2. Bladder Cancer Advocacy Network. <https://bcan.org/bladder-cancer-signs-symptoms-risk-factors/>. Accessed April 9, 2020.



# How Common Is Bladder Cancer?

Bladder cancer is one of the most commonly diagnosed cancers, with an estimated **82,500** new cases in the US in 2018<sup>1</sup>

**3rd**

most commonly  
diagnosed cancer in  
men in the US<sup>1</sup>

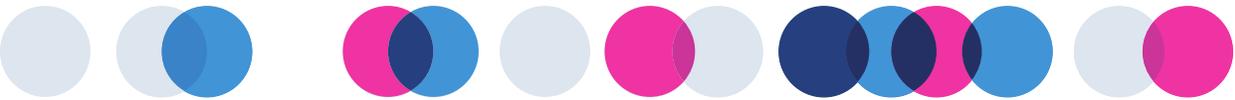
**11th**

most commonly  
diagnosed cancer in  
women in the US<sup>1</sup>

There are over **708,000** bladder cancer survivors in the US<sup>2</sup>

1. Globocan. Prevalence by gender, mortality, and new cases by population 2018. Available at <http://gco.iarc.fr/today/home>. Accessed February 26, 2020

2. National Cancer Institute. SEER Stat Facts: Bladder Cancer 2017. <https://seer.cancer.gov/statfacts/html/urinb.html>. Accessed January 25, 2019.



# How Bladder Cancer Is Diagnosed<sup>1</sup>

## Urine cytology test

- Patient provides a urine sample to be tested for abnormal cells

## Radiology tests (two types)

- Intravenous pyelogram (IVP), which uses a contrast dye and an x-ray to evaluate the urinary tract system
- Computed tomography (CT) scan to examine the kidneys, bladder, and the tube that runs between them

## Cystoscopy procedure

- A long, thin tube is inserted into the area where urine leaves the body
- The doctor looks through the tube and then uses a white light to see abnormalities and take samples for further testing

1. American Cancer Society. Tests for Bladder Cancer. <https://www.cancer.org/cancer/bladder-cancer/detection-diagnosis-staging/how-diagnosed.html>. Accessed April 9, 2020. 6



# About White Light Cystoscopy (WLC)

WLC is currently considered the "gold standard" for diagnosing bladder cancer, but it does have an important limitation:

## **Some tumors can be missed under white light**

- Missed tumors
  - can grow and become more dangerous
  - if detected later, may require additional procedures for patients

**However, there is a way to overcome this limitation**



# Blue Light Cystoscopy with **CYSVIEW**<sup>®</sup> Hexaminolevulinate HCl

Cysview is an optical imaging agent that makes non-muscle invasive bladder cancer tumors **glow bright pink** under blue light during a cystoscopy. Because the cancer is more visible, urologists can remove it more completely than if they weren't using Cysview.

Cysview is not a replacement for random biopsies. Full Prescribing Information can be found at [www.Cysview.com](http://www.Cysview.com). For more information review the Important Safety Information.



# Cysview Detects More Bladder Cancer<sup>1</sup>

Cysview is clinically proven to detect bladder cancer missed by white light alone

- Administered as a solution directly into the bladder
- Absorbed by cancer cells
- Glows bright pink under blue light

Cysview is used for patients suspected or known to have a certain kind of bladder cancer called non-muscle invasive bladder cancer

# The Cysview Experience



1

About one hour prior to a cystoscopy, the bladder cancer patient has about 2 oz of the Cysview solution placed into the bladder via a catheter.



2

To start the procedure, a thin, tube-like telescope, called a cystoscope, gets inserted into the bladder through the urethra (where urine leaves the body).



3

The urology healthcare professional looks through the cystoscope using white light, then blue light. In blue light, Cysview makes abnormal cells easier to identify.

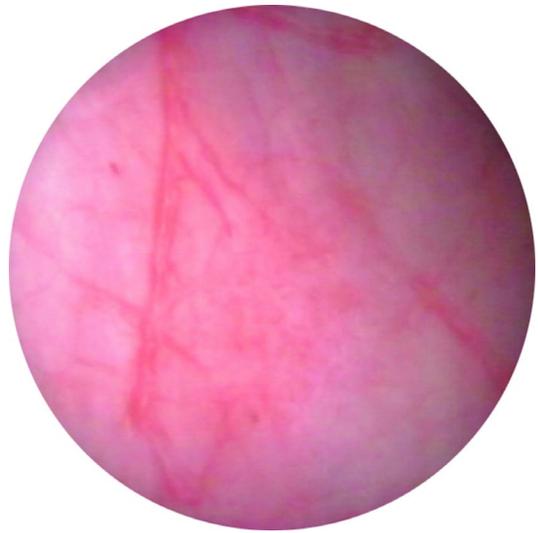


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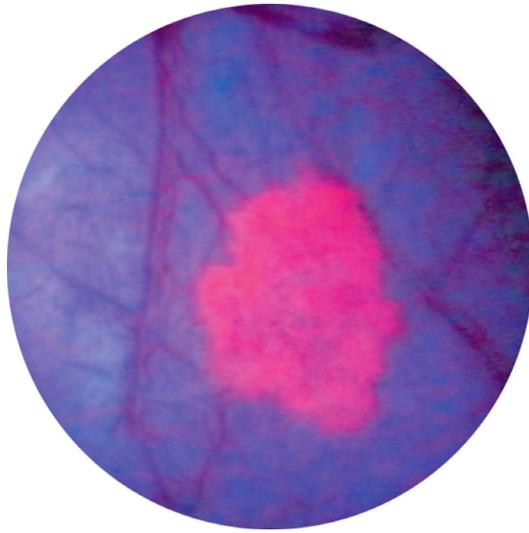
The healthcare professional visually inspects the inside of the bladder and may remove some abnormal cells for testing.



# See the Difference



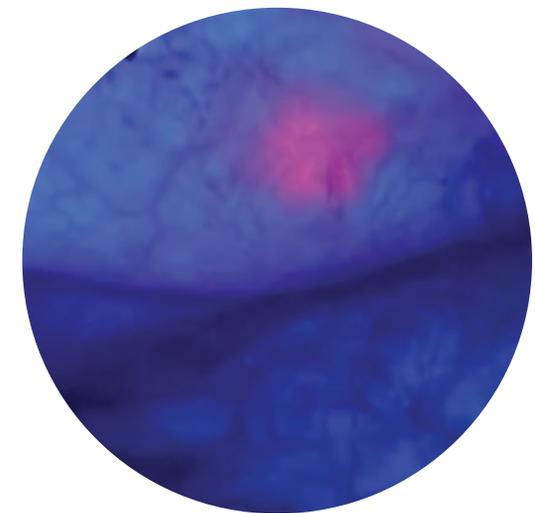
Bladder image  
using white light



Same image using  
blue light and Cysview



Bladder image  
using white light



Same image using  
blue light and Cysview



# Is Cysview Safe?<sup>1</sup>

Any procedure may have some risks. You should consult your healthcare professional regarding the risks and benefits of this procedure.

The most common patient complaints include:

- Bladder spasms
- Trouble urinating
- Discomfort when urinating
- Frequent urination
- Blood in your urine
- Bladder pain

Cysview is not a replacement for random biopsies.  
Full Prescribing Information can be found at [www.Cysview.com](http://www.Cysview.com).  
For more information review the Important Safety Information.

Hypersensitivity reactions to hexaminolevulinate may occur in some patients



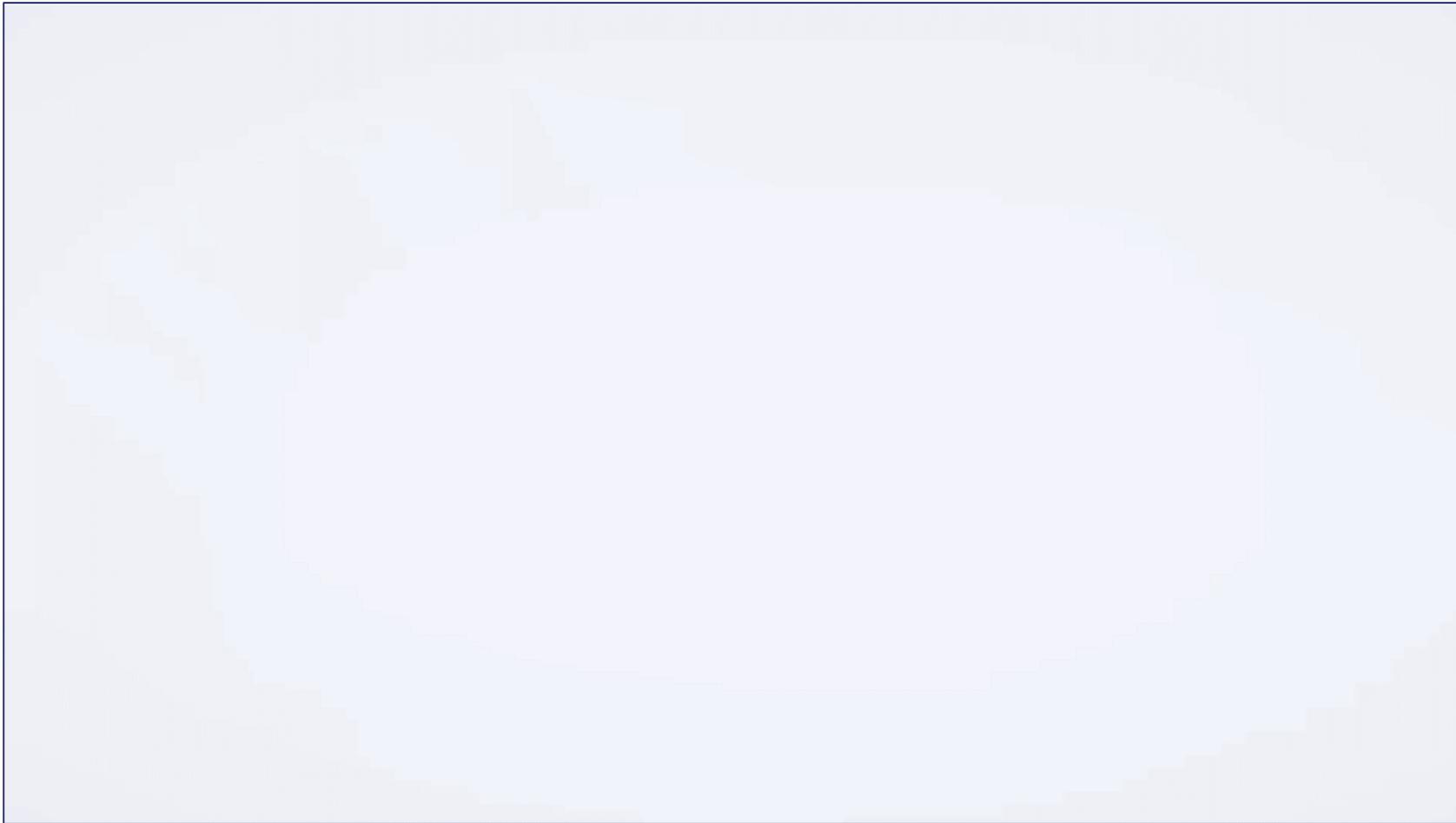
# Can Anyone Get a Blue Light Cystoscopy?

Blue Light Cystoscopy with Cysview is recommended for anyone who is suspected of having or is known to have bladder cancer based on a previous cystoscopy.





# The Cysview Patient Experience





**Ask your Urologist if  
Blue Light Cystoscopy with Cysview  
would be right for you**



# Additional resources

[www.bcan.org](http://www.bcan.org)

[www.Cysview.com](http://www.Cysview.com)

Photocure Medical Affairs contact:

Telephone: 1-855-CYSVIEW

Fax number: 1-609-799-0816



# Important Risk & Safety Information<sup>1</sup>

Cysview® (hexaminolevulinate HCl) is an optical imaging agent used to detect non-muscle invasive bladder cancer in patients suspected or known to have lesion(s) on the basis of a prior cystoscopy, or in patients undergoing surveillance cystoscopy for bladder cancer. Cysview is not a replacement for random bladder biopsies or other procedures used in the detection of bladder cancer.

Anaphylactoid shock, hypersensitivity reactions, bladder pain, bladder inflammation (cystitis), and abnormal urine tests have been reported after administration of Cysview. The most common adverse reactions seen in clinical trials were bladder spasm, trouble urinating, discomfort when urinating, frequent urination, blood in the urine, and bladder pain.

Cysview should not be used in patients with large amounts of blood in their urine, any known allergy to Cysview or any derivative of aminolevulinic acid, or porphyria, a condition that means you already have high levels of porphyrins in your body. No specific drug interaction studies have been performed.

For more information please [visit Cysview.com](https://www.cysview.com).